

New business discovery method for med-device company ('Radar' method)

Perform regular scans across the areas of interest:

- Disorders
- Therapies
- Technologies

“Zeroing In” Research & Analysis

- Level 1: **Observe** the Area of Interest
 - Team Brainstorming
 - Secondary Market Research
 - ~2 weeks each area of interest
 - **Output:** Area Brief (1-2 pages per area)
- Level 2: **Question** the Opportunity
 - Secondary Market Research
 - Primary Market Research (conf. calls)
 - ~4 weeks each Opportunity
 - **Output:** Opportunity Report (20-30 pages per area)
- Level 3: **Define** the New Business
 - Primary Market Research (w/ travel, f2f)
 - Business Modeling
 - ~6-8 weeks each Business
 - **Output:** Pitch Deck w/ build, buy, partner rec's
- Level 4: **Incubate** the New Business

